

The Illinois Central and L. Railroads have given rates, and one-half for round trip to the Gulf Coast Fair. This good any place in Mississippi

THE SEA COAST ECHO

Thirty-Five Years of Publication.

Chas. G. Moreau, Editor and Publisher.

Official Journal of the Board of Supervisors.

Official Journal of the Board of Supervisors.

Member National Editorial Association.

Subscription Terms: \$2.00 Per Annum.

Always in Advance.

Many people will try anything once.

except prohibition.

Some folks who aim at perfection

are mighty poor marksmen.

Janitors will probably prolong Fire

Prevention Week indefinitely.

Surgeons could give a lot of inside

information concerning their pa-

tients.

Obvious reasons are those that

people are too ignorant or lazy to

enumerate.

As we look at it, the time for a

reform of the air service is not only

ripe but rotten.

We may get along without the

horse if we can manage to retain a

little horse sense.

It is hoped that the miners get

caught up with their striking before

the coal runs out.

Paraphrased are reviving the rum-

or that Heinz will shortly invent

the 58th pickle.

Teaching the saxophone by mail

should either improve the execution

of players or hasten it.

A New Yorker was found living in

a sewer. Probably in search of at-

mosphere for a new play.

Colonel Proctor makes a brand of

soap that floats more easily than the

Wood campaign fund did.

Secretary Weeks simply didn't

have the heart to disappoint the re-

porters any longer, so he really re-

signed.

Navy Day will be observed on Oc-

tober 27th, as usual, but the Navy

hasn't a whale of a lot to celebrate

this year.

Parents of the future will have lit-

tle chance to say "children weren't

allowed to do such things when I

was young."

Mussolini says he reviews his mis-

takes of the day before retiring at

night. If some of us did that we

would lose a lot of sleep.

The meagrest man in Brooklyn pro-

posed to a spinster over the phone

and when she accepted him he told

her he had the wrong number.

Federal Judge Sibley decided at

Atlanta that the corporation which

filmed "The Ten Commandments"

had not been guilty of piracy. It ap-

pears that no one has ever taken the

trouble to copyright the decalogue.

Now it is said that Philip LaFol-

let them have their Phil.

Lenroot's suit. Well, if Wisconsin

folks are so fond of the LaFollette

brand of politics we suppose we must

let them have their Phil.

Byron Kohn, Milwaukee hatter,

who recently died, made hats for

Presidents Grant, Hayes, Cleveland,

Roosevelt, Taft and Harding. All

probably wore them except Roose-

velt, who threw his in the ring.

Secretary Coult, of the Florida De-

velopment Board, has been informed

that land salesmen in the North are

representing that Florida will shortly

pass a law allowing a man six wives

for every forty acres of land he owns.

An ordinary millionaire could afford

to own about twenty acres at that

rate.

Dr. Raskavov, a surgeon of Mos-

cow, won his case when sued by a

woman in whose body he had left an

instrument after an operation. The

evidence showed that about 50 tools

had been used by the surgeon, and

the judge declared he had done ex-

ceedingly well to recover all of them

but one.

Writing of Fred Goetz, former

football star, now charged with at-

tacking a 7-year-old girl, as well as

banditry and murder, a press report-

er says, "Goetz has long been a puzzle

to the police." Yet, how simple

is his case! How stupid not to un-

derstand that the gentleman is suf-

fering from a complex!

Dr. Nicholas Murray Butler, presi-

dent of Columbia University, appears

to be doing his bit toward keeping

the great American melting pot boil-

ing. This year's list of graduates

from his famed institution included

the names of Luppino, Mullerix, Rap-

oport, Gnichtel, Pessagno, Veverka,

Ching-Sze Huang, Shing-Ju Ho, Le-

rask, Zabudowsky (honor man), Bat-

taglia, Kinsinger and Smith.

The story is told of a Reno, Nev.,

gambling house which paid a com-

mission to cappers who lured victims

THE MOTORCADIANS IN BAY ST. LOUIS.

Our visitors have come and gone.

They left in body, but in mind

spirit they will linger for many a day

basking in the sunshine and golden

climate of the Mississippi Gulf Coast.

Monday in Bay St. Louis, where the

waters of the gulf wash the shores

caressingly, will never be forgotten

by the some fifty members who com-

posed the Chicago motorcade that we

had the honor and pleasure of enter-

taining. We think they saw more

than they had hoped. The grapefruit

orchard, three years old, bearing

great clusters of fruit, the orange,

the pecan with its rich and unprec-

edented Sybil, the beautiful winding road-

ways and oaks for which Bay St.

Louis is noted, and, finally, the hos-

pitality of our people, are elements

to conjure with. Who could not win

the hearts of the visitor who trav-

eled a thousand miles to pull out

latch string?

It was a day never to be forgotten.

At the beautiful "Weston," where

fair maids and matrons, typical of

our beautiful Southern womanhood,

held reception and finally entertained

at a feast of seafood cooked in true

Southern style and served fetchingly

by chef and master, was the crown-

ing feature and end of a perfect

day! We could not have hoped for

the guests within our gates a more

fitting setting and finale.

There was the delicious crustacean,

our own Gulf shrimp, served in cock-

tail piquant; the stuffed crab a la

Frank Martin, nothing less but in-

vincible in its lure of the epicure;

then later candle salad, a creation of

the West! It was all too short; too

short lived. Following the feast there

was at each plate, with the compli-

ments of the local Catholic Women's

Club, the toothsome pralines which

in song and story of this section of

Mississippi and Louisiana will live

on forever. These were made with

Louisiana sugar and Mississippi pec-

ans. A combination of subtle con-

fection the gods have never tasted.

And the chairman of the woman's

reception committee and her assist-

ants created a most original and un-

forgettable souvenir. A bag made of

light muslin. Within another bag of

peans "to take home," and on each

outer side a colored postcard show-

ing one of the seductive scenes of

Bay St. Louis. The pictures were in

multi-color, but not overcolored, for

had not the guests come and viewed

for themselves? And did they not in

rapture marveled at the waters of

the Bay and Sound, the shores fringed

with giant oaks and the many

homes under and within the pro-

tecting boughs? The scene coming

over on the ferry was unforgettable.

We have the word of more than one.

As a rule this was the first visit

South of the motorcade. Many

had visited California and Florida.

They told the writer so. And even

in their dreams they had never re-

veled in the native beauty of the

Mississippi Gulf Coast, and that more

particularly of Bay St. Louis. They,

too, were quick at perception and at

once saw the many possibilities here.

The place to live and enjoy life.

Truly, the Land of the Heart's De-

sire! That they will return, there is

no doubt. And when they do, may

they remain and enjoy the charm of

life as lived in Bay St. Louis by those

fortunate to be here.

Chicago Motorcade, we proved

in our humble and best way you

were welcome. We want you to re-

turn, and, like that of Abou Ben

Adhem, may your tribe increase.

NEEDS OF RURAL SCHOOLS.

In a recent report of his studies

of rural schools and the children at-

tending them, Prof. Thomas D. Wood,

of Columbia University, paints a gloomy

picture of the conditions surround-

ing the country child.

He declares that the average rural

school house is the worst type of

building that could be imagined and

"less fit for its use than prisons,

asylums, almshouses, stables, chicken

houses and dog kennels are for their

uses."

In other words, he makes the

charge that better provision is made

for criminals, paupers and animals

than is made for the school children

of the rural districts.

While this is a very strong state-

ment, and may not hold true in the

better communities, the fact remains

that rural schools are not what they

ought to be and in many cases are a

DEATH OF J. B. DUKE.

Outstanding philanthropic activi-

ties of another great American cap-

tain of industry are recalled by the

death of James B. Duke, founder of

the American Tobacco Company,

president of the Southern Power

Company, and identified with many

other enterprises.

Last year Mr. Duke established an

endowment fund of \$40,000,000 for

educational and charitable purposes,

of which a large portion goes toward

the expansion of the institution

formerly known as Trinity College,

at Durham, N. C., but renamed Duke

University, as a memorial to his fa-

ther, Washington Duke, and the fam-

ily.

Large sums were also provided for

hospitals, for orphans' homes for both

white and negro children, aid for

rural churches, pension funds for su-

perannuated preachers, donations to

other colleges, including Smith Uni-

versity for negroes at Charlotte, N.

C., and other similar worthy pur-

poses.

Mr. Duke began his business car-

eer early, receiving a limited edu-

cation in the country schools of

North Carolina, where he was born

on a farm near Durham, in 1857. At

the age of 18 he acquired an interest

in the tobacco firm of Duke Bros.

At 32 he organized the American To-

bacco Company, in New York, and

became its president, serving as such

until its dissolution in 1912.

Later Mr. Duke became interested

in water power and cotton mills.

Through his initiative and energy

the development of North Carolina

as a manufacturing State has been

largely due. He was active in efforts

to discover a cheap method of pro-

ducing fertilizer for the farmers and

spent large sums for that purpose,

but without immediate success.

Among the builders of America

whose great wealth has been gener-

ously devoted to the betterment of

his fellowmen, the name of James

Buchanan Duke deserves a high

place.

STARTING A BUSINESS.

Business failures are due to many

causes, including lack of experience,

bad management, insufficient capi-

tal, inaptitude for business and

others.

Perhaps the most common reason

for failure, however, is the starting

of a business in a field that can not

reasonably be expected to support it,

or in one that is already over-

crowded.

In a recent pamphlet issued by

the department of commerce this fact

is pointed out and a thorough survey

of the prospective field is recom-

mended before embarking upon a

new enterprise. It says:

"In planning to enter a new field,

The Federal Authorized Sales Agency and Sign are a Guarantee of a Square Deal on Quality, Price and Service.

A. L. Jagoe, V. Pres.
G. E. Williams, Sec. Treas.

1

MAGNOLIA MOTOR CO.,
1504 Twenty third Avenue

Genasco Latite Shingles

ANTISEPTIC MUL-EVOL

Demonstration Sale-Sellers Cabinets

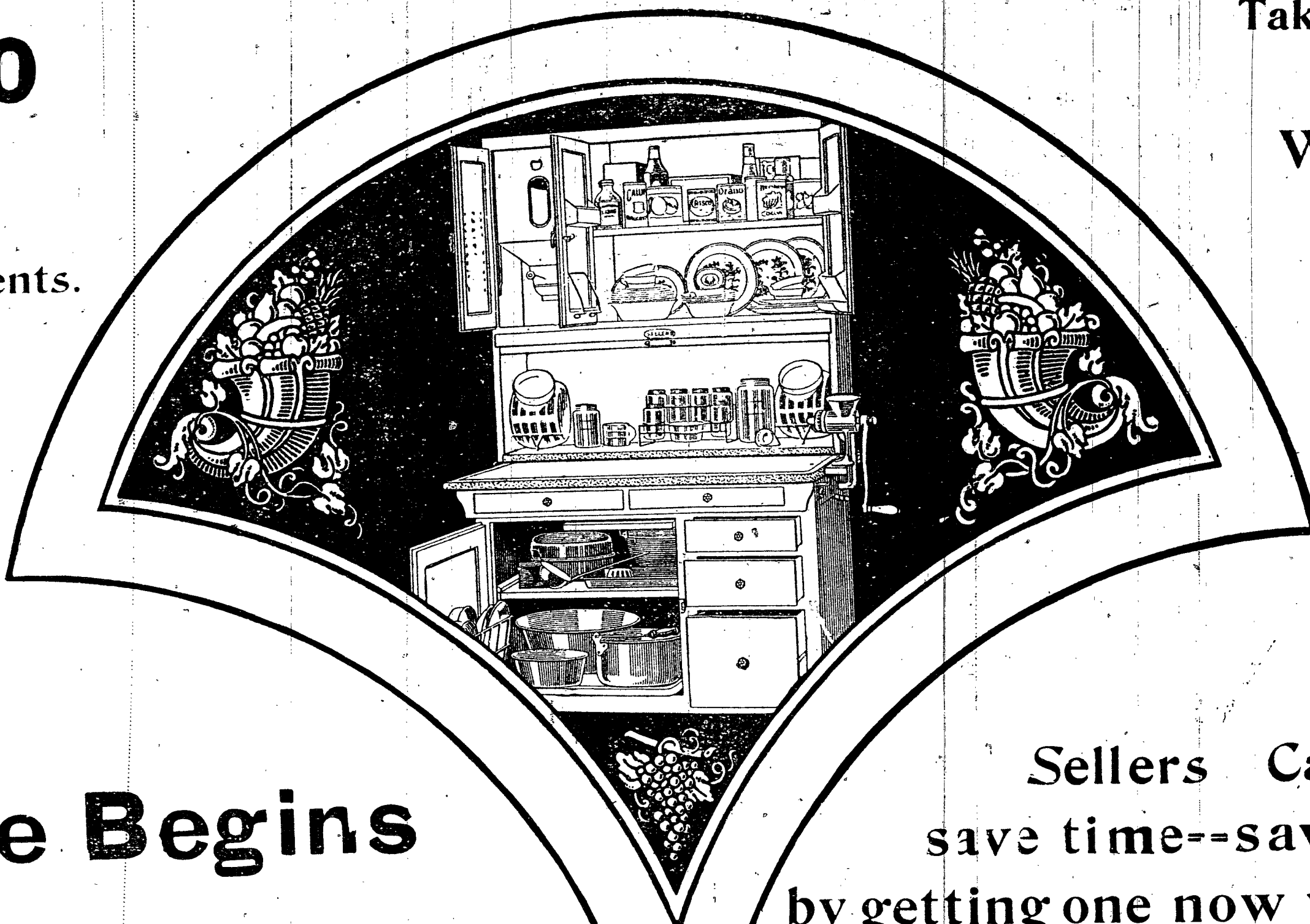
Visit our display at Monteleone Store Building

Front, Near Main Streets, Bay St. Louis, Miss.

\$5.00

DOWN
Balance
Easy Payments.

**14 DAY
OFFER**



Take Advantage
of this
**Wonderful
SALE.**

**14 DAY
OFFER**

Sale Begins

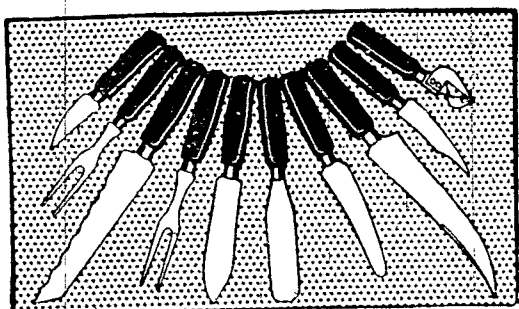
Saturday, Oct. 24

and Ends Saturday, Nov. 7th

We give without a penny of extra cost 20 packages of nationally advertised groceries and a beautiful 32-piece set of dinner china with each Sellers Kitchen Cabinet. The groceries are all full standard size packages. Now is your chance to stock up on groceries and dishes without cost. The most liberal terms enable you to pay for the cabinet while you use the cabinet, groceries and china. Don't miss this wonderful opportunity.

**10-PIECE SET OF KITCHEN
CUTLERY**

Regular Equipment Sellers Klear Front,
Mastercraft and Special Cabinets
Tested and approved by Good House-
keeping Institute. Every piece uncon-
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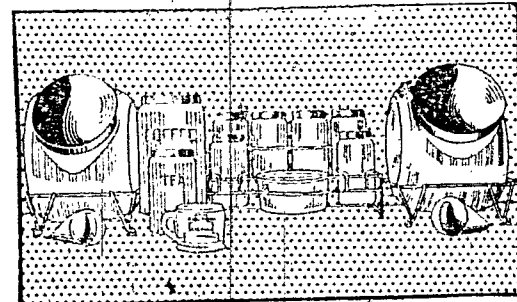


Sellers Cabinet

save time--save money

by getting one now with extras

A kitchen cabinet is essential in a modern kitchen. It is the center of all kitchen work. It saves you needless work and hours of your time—makes your work a pleasure and leaves you fresh and untired at the end of the day. The Sellers Kitchen Cabinet out-ranks its field. It is a remarkable value when sold without the big substantial extras offered in this sale. The Sellers Klear Front provides the largest porcelain covered working surface free from swinging doors, gutters and all obstructions. It is packed full of labor-saving conveniences. You must see this superb cabinet to fully appreciate it. Come in now while you can get it on special terms with all these big extras.



12-PIECE SET OF GLASSWARE

Regular Sellers Cabinet Equipment
Metal Racks to hold set also included.
One set furnished with each Sellers
Cabinet.

Given With Sellers Cabinet

\$14.00 Worth Groceries and Dishes Given Free With Each Cabinet Sold

YOU WILL FIND THESE WONDERFUL CABINETS DISPLAYED AT

VISIT OUR MODERN
KITCHEN AT
GULF COAST FAIR

Gulfport Furniture Co.

EVERYTHING FOR THE HOME

GULFPORT, MISS.

VISIT OUR DISPLAY
AT THE
GULF COAST FAIR

And at Monteleone Building, Bay St. Louis, Miss.

**ROCK-A-CHAWS LOSE TO
AUDUBON**

Locals Hold the Star Independent
Team to Low Score—10-7.

By H. S. SAUCIER, Echo Staff
Reporter.

The Audubon gridders, champs of the 1924 independent field, met Com-magere's fighting Rock-a-Chaws on the local gridiron last Sunday and an odds-on favorite came within an ace (a touchdown) of being an "also ran." The much touted powerful team of ex-stars, with Lushels of ex-perience and pounds of brawn, met the bunch of prep school kids who sail under the banner of Stanislaus Cardinal and Black, and got the fight of their lives. They had to be satisfied with a measly three-point margin; whereas, the dope had anything in the twenties as reasonable. The whole trouble with the yellow jackets lay in the fact that they had occasion to meet a bunch of "Preps" ranging from 14 to 19 years, who are only happy when they have a tough fight on hand.

It was a fight, too, from start to finish. In the first quarter the Yellow Jackets, by cross bucks and faked end runs, managed to get the oval to within one foot of the Rock-a-Chaws' goal line, on the fourth down, with just a dozen inches to go. The Rock-a-Chaws, holding like armor-plate, held their adversaries, got the ball and sent it to midfield, where it was fip and tuck till the end of the quarter. The gun found the ball on the Rock-a-Chaw 25-yard line. At the resumption of play in the next quar-ter, Martinez gained first down by a run around left end. A lateral pass, Martinez to Houston, added another yard. White circled right for six yards more and Houston bucked the ball over, Martinez kicking goal.

That put the score at 7-0 and looked like trouble clouds for the College boys, the breaks were all against them and their Yellow Jacket foes were relentlessly pushing to another touchdown. Daigre kicked off to the Rock-a-Chaws' 15-yard line. Glover got the oval, but was downed after two yards. Zeke took off tackle for two yards and added another through center. Gordon went off tackle for another yard and Schwartz punted to the 40-yard line. White tried off tackle, but failed to gain; he faked again, but Cassidy broke through and downed him for a loss. Montz broke up a 20-yard pass and Martinez punted to Zeke at 30-yard line. Gordon lost off tackle. Glover gained two yards over guard and Martinez intercepted a 15-yard pass. Carriere went for a slight gain around end, but the Jack-ets suffered a penalty of 15 yards for cutting down from behind. Com-magere entered a protest, being under the impression that they were guilty of tripping, which carries a 21-yard penalty, but Referee Gad-dy's explanation was satisfactory. By an end run and bucks by Hous-ton the ball rested almost on the Rock-a-Chaws' line, everyone, in-cluding the officials, expected a buck to put it over when Martinez sur-prised all by stepping back to the 10-yard line and drop-kicking for 3 points instead. The quarter en-ded operations for a few minutes. In those few moments the fighting spirit of Stanislaus boiled and her warriors detel all that was coming to them. They meant it, too, for that ended Audubon's tally and the Rock-a-Chaws commenced to threaten that 10-point lead. Zeke punted 30 yards. Montz dropped Armstrong on the 30-yard line, and the Yellow Jackets were penalized 25 yards for rough-house work. Daigre punted to 35-yard line. A short pass, Glover to Schwartz, gained three yards, and Big Zeke went over center for first down. Brandt got two yards off tackle, Zeke two yards through cen-ter and the big boy followed up in next play off tackle for first down. The Rocks were moving and would not be stopped. Another short pass, Glover to Schwartz, netted five yards, but they were out on fourth down, with Audubon having the ball on their own 20-yard line. Martinez punted to midfield. In three plays Zeke went over for first down and the team went down the field. After an incomplete pass Glover whizzed one over to Schwartz, that was a beauty for a full thirty yards and a touchdown. Schwartz kicking extra point.

With the score 10-7 things began to assume a different aspect and the crowd went wild for the Rock-a-Chaws to win, but the Yellow Jack-ets, with their weight and experience, were a bit too much for them and held them. When, with only a couple of minutes to play, the Rock-a-Chaws desperately attempted to score by long passes, but each play went bad and they were obliged to take their medicine by a short score of 10 to 7.

The Rock-a-Chaws' backfield was weakened by Blaize not being in good condition. The passing of Glover and Schwartz is getting to be a feature with the team, and will yet graduate into an article to be reck-oned with. Cassidy and Montz were prominent on the line, while Hous-ton and Martinez shown for Audu-bon.

It is whispered very loudly in Col-lege circles that playing independent teams will be cut out next season. A hard game with L. S. U. Frosh will be played tomorrow. Don't miss it.

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\$16.50

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6 Volt, 13 Plate
80 Ampere Hour

Ford

BATTERY

With Long Life
Capacity and
Starting Ability

A GOOD RADIO BATTERY.
EDWARDS BROS.

WITH THE WITS.

Stranger (at gate)—Is your moth-
er at home?
Youngster—Say, do you suppose
I'm moving this backyard because the
grass is long?—Pacific Electric.

"We are in a pickle," said a man
in a crowd.
"A regular jam," murmured an-
other.
"Heaven preserve us," exclaimed a
lady.

The part of the automobile which
causes more accidents than any other
is the nut that holds the steering
wheel.

Bill Jones was given a six-foot drop;
He paid no heed to the traffic cop.

Seizing the Opportunity.

"Where are you going in such a
hurry?" asked Mrs. Bibbles.
"Over to John Jagsby's house,"
said Mr. Bibbles. "He has just tele-
phoned to ask if I could lend him a

corkscrew, and I am taking it my-
self."

"Couldn't you send it?"
"Mrs. Bibbles," said Mr. Bibbles,
in cutting tones, "the question you
asked me shows why most women are
unfit to lead armies and make quick
decisions in business deals involving
millions. When the psychological
moment arrives they don't know what
to do with it."—Birmingham Age-
Herald.

Corporal—I hear the drill sergeant
called you a blockhead.
Private—No, he didn't make it
that strong.
Corporal—What did he actually
say?

Private—Put on your hat; here
comes a woodpecker.—Exchange.

Fond Mother—Yes, Genevieve is
studying French, and algebra. Say
"Good morning" to the lady in alge-
bra, Genevieve.

One Patient Creditor.

They were making a drive to raise
funds for an addition to the African
Baptist Church. Two colored sisters
called on old Uncle Berry, an aged
negro, who lived on the outskirts of
the village, and explained the pur-

pose of their visit and asked the aged
darkey to give something toward the
cause.

"Lawdy, sisters, I sho would like
to help you all along," he said, "but
I just ain't got it. Why, I has the
hardest time to keep paying a little
something on what I already owe
round here."

"But," said one of the collectors,
"you know you owe the Lord some-
thing, too."

"Yes, dat's right, sister," said the
old man; "but he ain't pushing me
like my other creditors is."—Western
Christian Advocate.

Some Epitaphs.

Lies slumbering here, one William
Ladd;
His speed was good, but his brakes
were bad.

Here's Mary Jane, but not alive;
She drove her car at forty-five.

Stage Hand (to manager)—Shall
I lower the curtain, sir? One of the
lavin' statues has the hiccups.—Ex-
change.

Hiking Made Easy.

"Two young men, walking from

coast to coast, got off the train here
Friday morning."—News Item in the
Kansas Sentinel.

Getting Back.

Squire Green—Mandy, after I die
I wish you would marry Deacon
Brown.
Mandy—Why so, Hiram?
Squire—Well, the Deacon trim-
med on a horse trade once.—Pacific
Electric Magazine.

Quite a Feat.

Jim—Teacher, Skippy's cheating.
Teacher—How, James?
Jim—Well, in this physiology ques-
tion of how many vertebrae we have
he's trying to count his.—Washing-
ton Star.

Roundabout Vengeance.

"Jim, that necktie you are wearing
is the worst I ever saw."
"Say, dine with us tonight, will
you, old man?"
"Sure! But what's the connec-
tion?"

"I want you to repeat that remark
before my wife."—Pacific Electric
Magazine.

Soap in sheet form for use in pub-
lic lavatories has been invented.

ABOUT WOMEN.

Miss Mary McCarthy has been ap-
pointed honorary woman student
colonel at the University of Illinois,
by Col. W. T. Merry, commandant
of reserves.

Miss Edith Ingram, who began the
practice of lay in London two years
ago, has so many clients that she has
opened a second office.

By a recent decision of the French
government, women may in future
aspire to the highest positions in the
telegraph and postal service.

Women are now presidents of ten
colleges and universities in the
United States.

Queen Mary of England has been
complimented by the naming of a
London reservoir in her honor. It
forms one of the largest artificial
bodies of water in the world and cost
\$10,000,000.

Miss Agnes Pratt, of London, is
employed by large theatrical man-
agers to revise and improve plays sub-
mitted by playwrights.

Colorado was the first State in the

Union to select a woman for the
office of State superintendent of pub-
lic instruction.

Mrs. Mary A. Church, a grand-
mother, who graduated from William
Jewell College last May, has enrolled
as a student at the University of Chi-
cago.

Misses Esther Knutsen and Ursula
Sunn have received degrees in civil
engineering from the University of
Michigan and are engaged in survey-
ing in the north woods.

Zazu Pitts, a motion picture ac-
tress, plunged down an embankment
150 feet high in her car in the Santa
Cruz mountains, escaping with an
injured shoulder and some minor
bruises.

Mrs. D. E. Fitch, of Burt, Iowa,
painted several school houses in her
county under contract.

More than 15,000 Canadian women
are actively engaged in agriculture
as owners or managers of farms.

According to a recent estimate, 23
per cent of women and girls in the
United States over the age of 15 are
engaged in gainful occupations.

THE SEA COAST ECHO

C. G. Moreau, Editor and Publisher

FOR CITY MARSHAL

The Sea Coast Echo is authorized to announce ROBERT E. MAYNARD as a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

The Sea Coast Echo is authorized to announce PETER RAMOND as a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

FOR STREET COMMISSIONER

FRED BANDERET, SR., a candidate for the office of Street Commissioner, subject to the action of the Democratic primary.

FOR ASSESSOR AND TAX COLLECTOR

The Sea Coast Echo is authorized to announce MURRAY T. BANGARD as a candidate for the office of City Assessor and Tax Collector, subject to the action of the Democratic primary.

City Echoes.

TO CALL THE POUND KEEPER.

To call the pound keeper, telephone 340. Edw. Preveau is the special traffic officer and pound keeper.

For latest in Style and Color in Men's Hats, see The Bay Mercantile Co.

Considerable local interest is manifested in the Gulf Coast Fair, at Gulfport, which will open next Tuesday week. Bay St. Louis and Hancock county will be well represented.

Mrs. G. Mauring is gone to New Orleans to visit of several weeks to relatives and friends, as per annual custom during this season of the year.

Mr. and Mrs. R. Sellier have returned from New Orleans, where the latter spent several weeks at one of the sanitariums, home and well again, "at home" in Carroll avenue to her friends.

Mr. and Mrs. Harold B. Weston are planning to leave for an extended trip to Florida, visiting several cities and other points of interest. They plan to journey down the peninsula section.

A committee from the Rotary Club, composed of H. S. Weston, E. J. Gex, R. N. Blaize and Dr. C. M. Shipp, visited Gulfport Thursday with other civic bodies at that place in conference and in the interest of general improvement.

Mr. and Mrs. L. Marengo and family motored to New Roads, La., last week-end, spending Sunday in Baton Rouge, and returned home Tuesday by way of New Orleans. They report a most pleasant trip and good roads all the way.

Flocks of geese the past two nights have been flying over the city southward in rapid flight and loud in their cry, suggesting cold weather in the immediate future. Their flight over the city was unusually low.

Lee Bros. Shows exhibited in Bay St. Louis Wednesday, afternoon and night, with quite a number of trained animals decidedly pleasing and instructive to the children and grown-ups, too. The performances were interesting and in all a clean and interesting show.

Have you a worthless iron at home? See special advertisement on page 2 of this issue of the Echo. Bring your old iron to the Front street office of Mississippi Power Company and sell it for a new one. A most unusual and unprecedented offer.

For latest in Style and Color in Men's Hats, see The Bay Mercantile Co.

Our esteemed townsman, Mrs. R. L. Breath, leader in civic and business circles, whose public spirit and interest in the welfare of the city is well known, is noted with regret. However, she is rapidly improving and her physician says she will soon be out again, as active as ever.

Mr. R. Terrell Perkins, realtor, whose office in the Echo Bldg. is one of the finest and most attractive since recent renovation, has been quite busy during the week, visiting along the Coast in the interest of sales. He has quite a number of listings, specializing in acreage, and a number of real live prospects.

Trash Burners, \$1.59. The Bay Mercantile Co.

Mrs. Leo W. Seal and Leo Seal, Jr., have returned from a ten-day visit to Logtown, where they were the house guests of Mrs. Seal's sister, Mrs. John Weston, and family. Mr. and Mrs. Weston returned home a few days since from a long visit to their son and his family at Portland, Oregon.

Mr. Wilson S. Calandar, secretary to the publicity committee of the Chamber of Commerce, of New Orleans, and a local resident, by invitation addressed the Bay St. Louis Chamber of Commerce at its general meeting at the courthouse Thursday night, his address of absorbing interest and received enthusiastically. His remarks were in the interest of organization. At the conclusion President Weston thanked him on behalf of the assembled body.

Big assortment of Men's, Ladies' and Children's Sweaters at The Bay Mercantile Co.

Mr. and Mrs. Horace W. Avery, of Detroit, Michigan, who spend every winter in Bay St. Louis, arrived during the week and have leased "Nellie's Villa," on the beach front, for the season, stopping at present at the de Montluzin home. They have many friends to welcome them. They were victims of an automobile accident on their way South, the effects from which they are recovering.

Mr. and Mrs. Emile J. Toca on Saturday were made the happy recipients of a son, 9 1/2 pounds. Mr. Toca, who is stationed at Miami, Florida, with a group of contracts for the Lukens Steel Company, of New Orleans, on receipt of the glad message, took the first train for home, reaching here Monday morning and returning to Florida Thursday night. Mrs. Toca, before her marriage, was Miss Lucy Bordage, daughter of the late County Assessor and Mrs. F. C. Bordage, Sr.

Big assortment of Men's, Ladies' and Children's Sweaters at The Bay Mercantile Co.

LOCAL DELEGATES RETURN HOME

School of Instruction, O. E. S., at Gulfport, Has Successful Session. Presided Over By Miss Gussie Evans, of McComb City—Visited Locally.

Mrs. E. J. Lernhard and Miss Olga von Droszkowsky, of Bay St. Louis, and Miss Ethel Otis, Mrs. Mattie Baker, Mrs. Gladys Baxter, Miss Ansel House, Miss Caro Weston, of Logtown, delegates to the O. E. S. School at Gulfport, have returned home, reporting a most successful session. The school was for District 24, and held Saturday of last week, presided over by Miss Gussie Evans, of McComb City. A feature of the event was the talk given by Mrs. Lake Junior, past grand matron. Miss Caro Weston, of Logtown, is district deputy grand master, officiated in her official capacity.

There are eight chapters in the district, Pascagoula, Moss Point, Biloxi, Ocean Springs, Handsboro, Gulfport, Bay St. Louis and Logtown. The attendance at the school was 100 per cent.

On Friday night Mrs. Evans visited Lois Weston Chapter, at Logtown.

The Bay St. Louis and Logtown delegates returned home enthusiastically over the success of their school session and of the manner in which they were received by the Gulfportians, presided over by Miss Gussie Evans.

The program for the occasion was as follows: Call to Order—D. D. G. M. Address of Welcome—Mrs. Ethel Taylor, W. M., Coast Chapter. Response—Miss Caro Weston, D. D. G. M.

Opening Chapter—Ann Grayson Chapter No. 50. Paper, "What Is Necessary to the Success of a Chapter"—Mrs. Mattie Grayson.

Examination and Introduction of Visitors—Bay Chapter No. 123. Paper, "Suggestions for Securing Good Attendance in Chapters"—Mr. J. J. McIntosh.

Petitions for Degrees and Membership Reports on Same—Handsboro Chapter No. 260. Balloting—Lois Weston Chapter No. 80.

Drill on "Secret Work"—W. G. Matron. Selecting Place for Next "School."

Paper, "Duties of Delegates to Grand Chapter"—Mrs. Josie Rankin. Noon.

Initiation—Coast Chapter No. 51. "Our Responsibilities to O. S. Home Fund"—Mr. David Weston. Remarks by D. D. G. M. (Question Box).

Installation—Ann O'Neil Chapter No. 37, Pascagoula Chapter No. 151.

General Instructions—W. G. Matron. Announcements.

Closing Chapter—Adah Chapter No. 49.

—With the Bay St. Louis Chamber of Commerce fully organized, full-fledged and ready to function, the city will reap the advantage of such organization and its citizens enjoy the result. The Chamber of Commerce covers a wide scope and its membership ought to be large.

The dues are only \$10.00 per annum, payable annually or semi-annually in advance, inconsequential, considering the results to be achieved individually and collectively by every resident in the city and adjacent territory.

—From the New Orleans press announcement is noted where Messrs. Grisamore, Delery & Muller have formed a co-partnership for the conduct of a real estate brokerage business, mortgage loans and investment, with offices in the Title Guarantee Bldg., at New Orleans. The junior member of the firm is Charles F. Muller, youngest son of our former townspeople, Mr. and Mrs. George Muller, who, formerly connected with the New Orleans Mortgage and Securities Company, for the past few years, has made a marked success.

The new firm began business under favorable auspices and the success of our native son seems assured.

—Displaying the Sellers Kitchen Cabinet, the Gulfport Furniture Company has leased the Monteleone building, south of The Echo Bldg., on the beach front, and for two weeks will carry on kitchen equipment demonstration. By referring to the advertisement in this issue of The Echo it will be noted the Sellers Kitchen Cabinet is sold for \$5.00 down and the balance on installment. Fourteen dollars worth of grocery articles and one dinner set of 33 pieces is given away absolutely free with every cabinet sold. This is an unusual opportunity, says the Company, and no one should lose sight of the offer.

THE BAY MERCANTILE CO. FOR

Wilson Coal Heaters, Sunbeam Cabinet Heaters, Perfection Oil Heaters, Nesco Oil Heaters, Bon Ami Oil Heaters, Florence Oil Heaters, Detroit Vapor Red Star Oil Stoves, Florence Oil Cook Stoves, Kitchen Kook Oil Cook Stoves, Nesco Perfect Oil Cook Stoves, Perfection Oil Cook Stoves, Charter Oak Wood Cook Stoves, Economist Wood Cook Stoves, Dixie Bell Wood Cook Stoves, Martin King Wood Cook Stoves, Crescent Iron Beds, Simmons Iron Beds, Simmons Iron Springs, Simmons Mattresses, Congealment Rugs, Napolean Bed, Hoosier Cabinets, Ladies' Underwear and Hosiery, Men's Underwear and Hosiery, Children's Underwear and Hosiery.

R. E. HERBERT THIRTY YEARS EXPERIENCE OPEN STREAM TRAIN SUGAR MAKER CLARIFICATION A SPECIALTY FOR VACUUM PAN, ANY CAPACITY STATES OR MEXICO ADDRESS BAY ST. LOUIS P. O. MISS.

IN SOCIAL CIRCLES.

November Wedding. Mr. and Mrs. Charles A. Breath announce the engagement of their daughter, Rita, to Mr. Roger M. Boh. The wedding to be on the 18th of November, at 11 o'clock at the Church of Our Lady of the Gulf.

Complimentary Card Party at Bay-Waveland Club. Beautiful paneled card invitations were issued this week by the Bay-Waveland Club complimentary for the members and their guests for a bridge and "500" party, to take place this Saturday evening, the 24th, at the clubhouse, on the South Beach Front. Admission will be gained by presenting the card issued at the door.

The affair is the first of a series of complimentary entertainments to be given during the winter by the club to its members and their guests, and promises to be the forerunner of many social successes. For this evening the club has several prizes for the successful contestants. At the conclusion of the games delectable refreshments will be served.

President Leonard and other members of the board of directors are especially interested in this series of winter entertainments, and Secretary Dubuc is busy in the interest of the cause.

Leaves For New Orleans For Winter. Mr. and Mrs. John Bryan and family left yesterday for New Orleans, where they will spend the winter, closing their handsome home on the Cedar Point beach front for the season. Mr. and Mrs. Bryan appreciate and enjoy the fall season on the Coast, the best of the year, and their only regret is they could not remain longer; however, their return early next spring is assured.

Awake at Their Waveland Home. Mr. and Mrs. John D. Grace and their accomplished young daughter, Miss Virginia, came out from New Orleans a few days since and will spend the balance of the month at Grace Villa, on the Waveland beach front.

Return to New Orleans For Winter. Mr. and Mrs. J. J. Rityak left Monday afternoon for their handsome new Packard car, by way of Gulfport, en route to New Orleans, where they will spend the winter at their home in the residential section of Canal street. Mr. Rityak's dwelling was thoroughly remodeled and renovated, with new addition built during the early part of the summer, and is now one of the handsomest and attractive places of the fashionable Waveland beach front.

Shower For Bride-Elect. Unique and dainty invitations have been issued by Mrs. Ernest J. Leonard for a miscellaneous shower to be given at her handsome residence on the North Beach Drive, on Wednesday, October 28th, during the afternoon, in compliment to Miss Rita Breath, whose engagement and forthcoming wedding to Mr. Boh has been announced.

Entertain Bishop and Mrs. Green. Mr. and Mrs. George R. Rea entertained at their house guests on Sunday last at their handsome home in Washington avenue, Bishop and Mrs. Green, of Mississippi. The Bishop,

who is attending the Episcopal convention at New Orleans, accompanied by Mrs. Green, officiated at Christ Church, in this city, during the forenoon hour.

BILOXI C-OF-C HAS BUSY MONTH. The report of Secretary A. V. Ragusin, of the Biloxi Chamber of Commerce, shows that they have been very busy during September and that they have accomplished a great deal. Secretary Ragusin says that all departments are functioning well.

The inquiries are increasing every day and Mr. Ragusin says that they are getting ready for a big year.

BUYS PROPERTY ON BAYOU POTAGE. C. B. Adams and George R. Smith have purchased property in Pass Christian with a mile and one-half feet frontage on Bayou Potage, from Mrs. Cope. The property is known as the James Dairy Farm. The consideration was \$30,000. One hundred and twenty feet have already been sold by Mr. Adams and Mr. Smith.

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"We have not enough room to accommodate them and this winter we will find that we are in a serious position, I am afraid," Mr. Robinson said.

"Every day we have letters asking for information about Pass Christian. These letters come from all parts of the country. We received one today from Toronto, Canada, and have had communications from Maine to the Rocky Mountains.

"Our problem now is to get in men with capital that will build large apartment houses and hotels. "There is also a demand for furnished cottages, and we cannot find near enough to fill the demand. People want to come immediately and cannot find places to stay. There are many cottages that are being built, perhaps fifteen or twenty in all, but that is not enough. There is a wonderful opportunity for someone with a little capital."

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New Flare Models In Dresses \$29.75

This is a Popular Price with us. We just give you the last word in Dress Value at this price. There is really hardly anything new and smart, regardless of price, that we have not succeeded in having copied to sell for \$29.75. Everything that is new and authentic in Silhouette, Fabric, Color and Trimming. Satin Crepes, Satin Stripe Crepes, also Tailored Frocks of Charm.

Wonderful values in our \$12.75 and \$19.75 Dresses

We do not believe there is a store in South Mississippi showing as many Dresses and Coats for you to select from as this store. Rack after rack of new numbers received this week. People are coming for miles to trade here. Hundreds of satisfied customers on leaving our Ready-to-Wear Department tell us that never have they seen such values and such assortments. We are making Dress history in Gulfport. We are bringing them from other towns to buy in Gulfport. Our gain in this department over last fall has been 50 per cent.

Here, You Will Find a Full Line of FALL FABRICS

Silks of the new season including all weaves most in demand

Our Silk Section is the Mecca of home-sewers and professional dress-makers alike, for together with the assurance of finding complete stock, there is a certain inspiration to be had that is most delightful.

\$1.39 per yard and up

Wool Fabrics—Women who are the "know" in fashion, will quickly recognize these fabrics as those which model the smart Fall and Winter Garments. They are uncommonly fine in quality, distinctive in texture, and in colors that include all which is considered correct.

50 Cts. yard and up

Gulf Coast Fair—November, 3, 4, 5, 6 and 7th,

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INSURANCE

is Sure Protection

Come in and let us cover your property with a good, reliable Insurance Company. It will be too late to do it when the place is burning, and the fire department at work. It is not only common sense to insure your property, but it is also good business; it guarantees the continuance of the value of your property. We represent strong, reliable Insurance Companies and will be glad to attend to your insurance. Please come in.

Merchants Bank and Trust Company, Bay St. Louis, Miss.

Has successfully demonstrated that disease is the result of interference of the nerve forces, due to the pressure of displaced spinal bones on the nerves. By Scientific Spinal Adjustments, the Chiropractor, without use of drugs, removes this pressure so the natural forces can cure the effects and restore health.

If you are not feeling right, come in and we will tell you what Chiropractic can do for you.

DR. L. W. ISERMAN, Chiropractor 116 S. Front Street, In the Polatsek Residence. Consultation Free. Phone 272-J.

There's A Reason— We are giving you below a few reasons why this store is growing more popular every day—

10 pounds American Standard Granulated Sugar, for \$.55

Magnolia Milk, per can \$.14

1 pound White House Nut Oleo, for \$.25

1 pound Swift Jewel Shortening, in sanitary package, for \$.15

6-pound Can Crisco, for \$ 1.35

Regular Hams, nice size, pound \$.30

No. 2 1/2 Can Libby's Sliced or Grated Pineapple \$.29

Campbell's Beans and Soups \$.10

These are not Saturday and Monday Specials, but every-day prices. There are others, too, just as good. COME IN AND SEE.

HONESTY—COURTESY—QUALITY COAST SERVE SELF GROCERY AND MARKET.

Echo Bldg. Bay St. Louis, Miss. Tel. 411.

\$1,000,000.00 TO LOAN

On Improved Business and Residential Property in Biloxi, Bay St. Louis, Gulfport and Pass Christian.

6 % Interest

Mississippi Mortgage & Bond Co.

Centennial Bldg., Gulfport, Miss.

Leo W. Seal, Pres. A. L. Jagoe, V-Pres. E. C. Tonsmiere, V-Pres. G. E. Williams, Sec.-Treas.

Mortgage Loan Department, Otis J. Chamberlain, Mgr.

"We Serve the Gulf Coast"

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